We claim:

SUBAT

1. A computer-implemented method comprising:

selecting an ad to be displayed on a web page as one of a plurality of ads within a current cluster, each of the plurality of ads having a selection probability;

displaying the ad selected on the web page;

detecting activation of the ad displayed; and,

transmitting information to an entity associated with the ad upon detecting activation of the ad displayed.

- 2. The method of claim 1, further comprising displaying a web page associated with the entity associated with the ad.
- 3. The method of claim 1, wherein the current cluster is one of a plurality of clusters, the plurality of clusters based on information provided by at least the entity.
- 4. The method of claim 1, wherein detecting activation of the ad display comprises detecting clicking on of the ad displayed.
- 5. The method of claim 1, wherein transmitting information to the entity associated with the ad comprises transmitting information regarding the current cluster.

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- 6. The method of claim 1, wherein at least some of the plurality of ads are related to the entity for promoting a brand image of the entity.
- 7. The method of claim 1, wherein the entity comprises one of: a vendor, an advertiser, an organization, and a business.

A computer-implemented method comprising:

detecting activation of a display message, the display message associated with a current cluster and having a selection probability within the current cluster;

transmitting information to an entity associated with the display message upon detecting activation of the display message, the information comprising information regarding the current cluster.

- 9. The method of claim 8, wherein the current cluster is one of a plurality of clusters, the plurality of clusters based on information provided by at least the entity.
- 10. The method of claim 8, wherein the entity comprises one of: a vendor, an advertiser, an organization, and a business.
- 11. A machine-readable medium having instructions stored thereon for execution by a processor to perform a method comprising:

selecting an ad to be displayed on a web page as one of a plurality of ads within a current cluster, each of the plurality of ads having a selection probability;

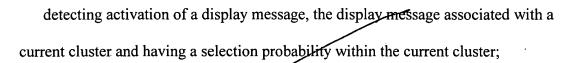
displaying the ad selected on the web page;

detecting activation of the ad displayed; and,

transmitting information to an entity associated with the ad upon detecting activation of the ad displayed.

- 12. The medium of claim 11, the method further comprising displaying a web page associated with the entity associated with the ad.
- 13. The medium of claim 11, wherein the current cluster is one of a plurality of clusters, the plurality of clusters based on information provided by at least the entity.
- 14. The medium of claim 11, wherein detecting activation of the ad display comprises detecting clicking on of the ad displayed.
- 15. The medium of claim 11, wherein transmitting information to the entity associated with the ad comprises transmitting information regarding the current cluster.
 - 16. The medium of claim 11, wherein at least some of the plurality of ads are related to the entity for promoting a brand image of the entity.
- 17. The medium of claim 11, wherein the entity comprises one of: a vendor, an advertiser, an organization, and a business.
 - 18. A machine-readable medium having instructions stored thereon for execution by a processor to perform a method comprising:

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transmitting information to an entity associated with the display message upon detecting activation of the display message, the information comprising information regarding the current cluster.

- 19. The medium of claim 18, wherein the current cluster is one of a plurality of clusters, the plurality of clusters based on information provided by at least the entity.
- 20. The medium of claim 18, wherein the entity comprises one of: a vendor, an advertiser, an organization, and a business.